

1 of 2

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	1	W-F	9A-10A		:30	\$225.00	10/31-11/02	3	1	3	\$675.00	
		Buyline Comment: MORNING BLEND										
	2	M-TU	9A-10A		:30	\$225.00	11/05-11/06	2	1	2	\$450.00	
		Buyline Comment: MORNING BLEND										
	3	W-F	12P-1P		:30	\$750.00	10/31-11/02	2	1	2	\$1,500.00	
		Buyline Comment: THE CHEW										
	4	M	12P-1P		:30	\$750.00	11/05-11/05	1	1	1	\$750.00	
		Buyline Comment: THE CHEW										
	5	W-F	2P-3P		:30	\$600.00	10/31-11/02	3	1	3	\$1,800.00	
		Buyline Comment: GENRAL HOSPITAL										
	6	M	2P-3P		:30	\$600.00	11/05-11/05	1	1	1	\$600.00	
		Buyline Comment: GENRAL HOSPITAL										
	7	W-F	3P-330P		:30	\$250.00	10/31-11/02	3	1	3	\$750.00	
		Buyline Comment: MILLIONAIRE										
	8	M	3P-330P		:30	\$250.00	11/05-11/05	1	1	1	\$250.00	
		Buyline Comment: MILLIONAIRE										

Station	KTNV-TV LAS VEGAS, NV				Agency	() STRATEGIC MEDIA SVCS				Rep Firm				
Advertiser	() .HELLER FOR SENATE					3299 K STREET NW SUITE #200				Sales Office () PHILADELPHIA				
Product	DEAN HELLER					WASHINGTON, DC 20007				Salesperson () ANJIE BRADY				
Estimate#					Agency C/P1/P2/E									
Buyer	NEIL WILLIAMS				Flight Dates	10/31/2012 - 11/06/2012				Salesperson Phone#	215-567-6005			
Phone#					Hiatus Weeks					Salesperson FAX#	215-567-5938			
Fax#														
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
---	---	-----	-----	-----		----	-----	-----	-----	-----	-----	-----	-----	

---REPORT TOTALS---

Report Totals: 16 / \$6,775.00

---SALES MONTHLY TOTALS---

Nov 12: 16 / \$6,775.00
Sales Totals: 16 / \$6,775.00
Station Totals: 16 / \$6,775.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$37,639	KBLR	0%	KLAS	25%	KSNV	26%	KTNV	18%	KTUD	1%
		KVCW	3%	KVMY	5%	KVVU	22%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE